Data Moguls – WSUH BMC

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**Customer relationships:**

*Build customer focused relationships*

Good relations with customers will lead to more positive interactions and more repeat customers

*Build rapport with customers*

It is important your customers trust you

*Attending to enquiries within 24 hours*

Rapid Feedback for customer enquiries is important, as in this case it could potentially be a safety concern.

*Support customer needs*

The needs of customers are important, not fulfilling them is the best way to sink a company’s prospects.

**Customer segment**

*Visually impaired individuals*

Visually impaired individuals including, but not limited to people who are completely blind or otherwise have limited vision

*Family/Guardians of visually impaired individuals*

Blind people often need assistance from family in some capacity.

**Channels:**

*Mobile App*

Mobile application used to process input from the environment and manage subscriptions and payments may also be used to communicate with users.

*Social Media (Instagram, Facebook, twitter)*

Social media interactions are a useful tool for dispersing information, communicating with customers

*Word of Mouth*

Word of mouth, while being unpredictable word of mouth is the most effective way to disperse knowledge about a product or service.

**Value Propositions**

* **Provide remote visual assistance to customers**
* **Visual Aid with privacy**
* **Affordable prices**
* **Convenience, speed of service**
* **Offer subscription discounts**

Throughout the lifetime of WSUH, there are certain core values that will radiate from day-to-day operations towards our high valued customers. These come under the umbrella of Value Propositions and exist as a mode which proves to customers that the company has put its best foot forward, in front of competitors, to ensure the customer benefits greatly with both convenience and safety. Since life has chased them into a small setback, we plan to provide the major comeback. This procedure includes firstly, providing affordable prices around all our products to better enable the purchasing powers of out variety of customers. With that said, based on factors such as daily use, given medical history as well as promotional offers, discount on subscriptions will be given to customers to show our determination in providing convenience.

Providing these products will be based on the correct technologies for implementation. High processing speeds will be the aim of our staff for the customers and nonetheless stringent privacy and security protocols. These two also belong to the value propositions. Finally, the main feature which is to guide users through the environment will provide visual aid for them to attain the level up they need.

**Key Activities**

**▪ Granting Subscription requests**

**▪ Regular App updates**

**▪ Monitoring staff, staff requests and staff schedules**

Key operations throughout the business will come together to meet the goals set out that will ensure organizational growth. Notably, WSUH will provide frequent app updates based on customer recommendations as well as internal business decisions. These updates will improve user experience from the initial installation of the application to dominant navigation features. Moreover, the necessary departments will monitor and grant subscriptions paid for by users to ensure a smooth operation through the various reports that are made. In all, staff monitoring will take a crucial role to welcoming growth into the business. Weekly check-ups on different teams and departments will need to be taken to hear request and problems encountered. Scheduling staff for proper support also has a role in key activities. Whether that be customer support or visiting parties associated with our products

**Key Resources**

**▪ Start-up Capital**

**▪ Network Infrastructure**

**▪ Programmers**

**▪ Developers**

**▪ Staff**

Key resources are recognized by the organization to be the following

▪ Start-up Capital

▪ Network Infrastructure

▪ Programmers

▪ Developers

▪ Staff

They represent the most important assets from which the goals of the organization will be constructed. Startup Capital allows for the creations of the WSUH vision, by empowering the key partners in purchasing technology needed, or with assets that are already in possession.

Furthermore, the company rest deeply on its network infrastructure. From basic internet connectivity to wireless routers to servers, all of which are necessary for communications between internal and external stakeholders.

Programmers and developers, as you can guess, are the core of operations. The large data set that will be created will need to be managed by certified professional programmers that are able to analyze and provide high quality software updates. Regular reports on company proceeding based on data analysis approach is also needed from them.

Staff represents the flow of organization information. From point A to point B executing their necessary roles, whether that be providing customer support, monitoring other staff activities or but not limited to improving app processes, staff is indeed a key resource.

**BMC Link**

**https://youtu.be/-YeAoZAHyrs**